

## EDITORIALS (Continued from page 108)

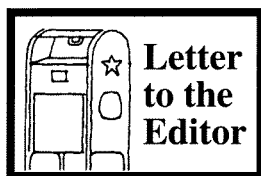
Cancer Foundation. Tom has helped to promote the "Hats in Hawaii" campaign to encourage the use of wide-brimmed hats and UV-protective garments and did some public-service announcements for the campaign.

The Skin Cancer Foundation and the Sun Protection Foundation, major national educational organizations, have provided brochures, videotapes and slide presentations to help train the 10,000 volunteers.

Students and friends of the John A Burns School of Medicine have helped at screening clinics over the years, and at the Liberty House skin cancer clinics, as well as health and fitness fairs at Blaisdell Center, Thomas Square Park and at the University of Hawaii.

With the leadership of Bruce Miller MD and Scott Bogle of the Hawaii Global Change Education Project of the Sea Grant Extension Service, we organized a Sun Awareness Steering Committee to help coordinate our programs. Miller and Bogle were instrumental in getting the first ozone laws in the country passed right here in Hawaii. Their "Hole Story"

\* Thanks to an educational grant from Glaxo Dermatology, a division of Glaxo Inc. and Pam Felix, "Dr. POG" produced 100,000 for our program.



The John A Burns School of Medicine (JABSOM) applauds the *Hawaii Medical Journal* in its special issue which deals with melanoma and skin cancer. This malady is of interest to all of us who live in Hawaii because the incidence of all three forms of skin cancers (basal and squamous cell cancer and malignant melanoma) continues to increase at an alarming rate.

The Dermatology Division of JABSOM, with the collaboration of the members of the dermatologic community and the Cancer Research Center of Hawaii, is committed to dermatologic education. The objectives of the Division are threefold: 1. to provide a basic core curriculum of clinical dermatology to medical students, 2. to offer an opportunity for clinical rotations in dermatology to medical residents in hospital clinics and private offices, and 3. to conduct continuing medical education courses and seminars in the advancing fields of dermatology to practicing community physicians, allied health care personnel and the general community.

The core curriculum in dermatology includes an introduction to the basic structure and function of the skin, general patterns of dermatopathology, and identification of common dermatologic diseases. The emphasis in clinical dermatology is on those skin diseases most likely to face primary care physicians. In addition, a block of time is devoted in the

The Hawaii Plastic Surgery Society membership applauds the editorial board of the *Hawaii Medical Journal* for focusing on the melanoma/skin cancer problem.

The past several decades have seen an alarming increase in malignant melanomas and other skin cancers. Thirty-two thousand new melanoma cases in the U.S.A. with 6,800 deaths are estimated to occur in 1993 (data from NCI SEER program). Seventy new cases and 20 deaths are estimated in Hawaii alone. Fortunately, there has been a concomitant

booklet has had many printings.

The Cancer Research Center of Hawaii, the Hawaii Tumor Registry and the Queen's Tumor Registry were very supportive and supplied data on melanoma in Hawaii. Because of this data and data from private practice, we are now very aware that melanomas and other skin cancers occur in all races, not just the fair-skinned Caucasians.

Paul Berry at Punahou School started a very unique program to increase student awareness of the dangers of excessive sun exposures and the need for sun protection. This model program will be provided to other schools, private and public.

Finally, my personal mahalo to the American Cancer Society volunteers, Alice Vinton ("Vinton Volunteers"), to the dermatologists and other physicians, to Donald Onasch and Liberty House, to the staff of the Hawaii Medical Association, to Fred Reppun MD, Editor, and to the staff of the *Journal*, the contributing authors and advertisers who made this special issue possible — Mahalo and "Practice Safe Sun-Hawaii!"

Norman Goldstein MD, FACP

Guest editor, special issue on melanoma/skin cancer

Problem-Based Learning format to acquaint medical students about the basic principles of photobiology. The areas of emphasis include an understanding of the ultraviolet light spectrum, the acute and chronic effects of ultraviolet light management of skin diseases. The concepts of photoaging and photoprotection are introduced. Important attention is focused on skin cancers.

The dermatologic community is credited for their annual voluntary Cancer Screening Program which has resulted in early detection of numerous skins cancers and melanomas. In addition, the Cancer Research Center of Hawaii has helped to track the incidence of melanoma in Hawaii and together with the physicians of the dermatology community, offers updated diagnostic and therapeutic guidelines for practicing physicians in Hawaii.

JABSOM will continue its efforts to train and educate future physicians in the care, treatment and research of dermatological conditions. With well-trained professionals and an enlightened community, Hawaii indeed will be the best place to live on this earth.

Christian L Gulbrandson MD

Dean

John A Burns School of Medicine  
University of Hawaii

improvement in 5-year survival rates (60% in the 1960s to 80% in the 1980s). Better understanding of the biological behavior of melanomas, particularly in regard to tumor thickness and levels of invasion, have helped to outline more logical and effective treatment plans.

However, the improved survival rates probably to a great extent can be attributed to earlier detection of the cancers. Treatment of advanced melanomas remains challenging and controversial. Therefore, early recognition and prevention of

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# LETTERS TO THE EDITORS

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melanomas and other skin cancers remain the primary goals for continuing education of the public and health care community.

Katsuji Kubo MD  
President  
Hawaii Plastic Surgery Society

Yes, it is possible to have fun out of the sun in Hawaii. In recent years, the mass media have repeatedly echoed the concern of dermatologists and ophthalmologists about the dangers of overexposure to the sun. It is now clear that the American public has taken note. With the ozone thinning, the problems are going to be even greater than earlier estimates indicated. Sunscreen sales have skyrocketed, people are now aware of the significance of the SPF (Sun Protective Factor), major cosmetic companies have launched "Tan without the Sun" products, and fair-skinned models now grace the covers of many fashion magazines.

In light of these recent trends, I wrote the first Oahu guidebook devoted exclusively to indoor activities in 1991 and am presently updating it again to add even more fun indoor activities. *Fun Out of the Sun/The complete guide to Oahu's great indoors* is the ideal guide for "sun smart" consumers who want to avoid or limit their exposure to the sun, particularly from 10 AM to 2 PM when the sun's rays are the most intense. This unique guidebook includes a wide range of out-of-the-sun activities, everything from visits to Oahu's most popular indoor attractions such as the Bishop Museum to offbeat diversions like ice skating, a submarine ride, or experiencing a Japanese tea ceremony. We really don't have to give up outdoor fun—just use common sense and enjoy the indoors.

The Hawaii visitor and resident of the 1990s is ready for this indoor guidebook. Existing visitor literature focuses heavily on outdoor, sunny weather pursuits. It really doesn't address the many visitors and locals who are looking for indoor activities during the hot mid-day period, or those who are already sunburned, or the visitor and resident who is sun-sensitive. Exposed to almost constant sunshine year-round, Islanders are prime candidates for "undercover" activities. *Fun Out of the Sun's* emphasis on indoor activities makes it an excellent guidebook for rainy days too. Residents and visitors alike are often stumped for things to do during Oahu's rainy season. Visitors especially run out of ideas when the downpour lasts longer than two or three days.

All profits from the sale of *Fun Out of the Sun* are donated to Friends of Foster Kids, a non-profit organization dedicated to developing and supporting quality foster care in Hawaii. *Fun Out of the Sun* is available at book shops throughout Oahu or can be ordered by phone: 262-0071.

Christine Trecker

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## Finally, a line of sunblock products that protect for 8 hours with one application!



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SUNBLOCK  
for Children



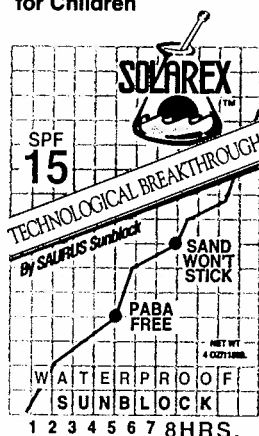
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